

## Message Text

UNCLASSIFIED

PAGE 01 LONDON 09275 171822Z

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E.O. 11652: N/A

TAGS: BEXP, UK

SUBJECT: GLOBAL MARKET RESEARCH: COMMUNICATIONS  
EQUIPMENT AND SYSTEMS.

REF: (A) STATE A-2817; (B) USDOC 7136; (C) LONDON  
7641; (D) USDOC 7835; (E) LONDON 7897; (F) DAWSON/  
PRINDEVILLE TELECON MAY 28.

1. POST ORIGINALLY PROCEEDED PER REF (D), INITIATING  
SINGLE-SOURCE NEGOTIATION WITH ALAN STRATFORD AND  
ASSOCIATES LTD. SUBSEQUENT RECEIPT OF SPECS, HOWEVER,  
LED TO MINI-BID COMPETITION, AFTER USDOC APPROVAL OER  
REF TELECON, AND WITH KNOWLEDGE OF EMBASSY CONTRACTING  
OFFICER. FOLLOWING ARE BID SUMMARIES (IN STERLING  
EXCEPT WHERE OTHERWISE STATED):

A. ALAN STRAFFORD: FRANCE, 3,500; ITALY 2,200;  
MALAYSIA/SINGAPORE COMBINED, 3,600; SOUTH AFRICA, 2,875;  
SAUDI ARABIA, 1,815; UK, 3,300; YUGOSLAVIA, 3,000.  
FIRST SIX INCLUSIVE, 16,000. ALL SEVEN, 19,000. USDOC  
SPECS AND TIME FRAME ACCEPTABLE. HANS BARBE A.G.,  
ZURICH, WOULD BE UTILIZED FOR YUGOSLAV STUDY IF AWARDED;  
FIRM IS ENGAGED IN JOINT STUDY WITH STRATFORD AT PRESENT.  
UK COMPANY, HIGHLY RESPECTED AND PROVEN PERFORMER, WAS  
CONTACTED ON ADVICE FROM RICH LOUGHLIN THAT STRATFORD  
DIVERSIFYING INTO BROADER TECHNICAL FIELDS VIS-A-VIS  
EARLIER SPECIALIZATION IN AVIATION/AVIONICS.

B. MACKINTOSH CONSULTANTS COMPANY LTD: FRANCE, 5,195;  
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PAGE 02 LONDON 09275 171822Z

UK, 5,195; WEST GERMANY, 6,061. THIRTY PERSONAL AND

TWENTY TELEPHONE INTERVIEWS EACH COUNTRY. METHODOLOGY CLEARLY DESCRIBED. FIRM IS ELECTRONICS SPECIALIST, WITH USDOC EXPERIENCE, AND COMPLETED BROADCAST COMMUNICATIONS TRANSMITTERS GLOBAL STUDY FOR NORWEGIAN FIRM LAST MONTH. PROPOSAL INDICATES 15 WEEKS NEEDED FOR ACTUAL DELIVERY OF MULTI-COUNTRY STUDY.

C. RICHARD LUSTIG ASSOCIATES: UK ONLY, 2,100. SMALL FIRM; PRINCIPAL HAS RELATED MILITARY AND CONSULTANCY EXPERIENCE, AND WOULD EMPLOY TWO ADVISORS FOR TECHNICAL AND COMMERCIAL ASPECTS. TIME FRAME ACCEPTABLE. LUSTIG WAS ONLY BIDDER TO RAISE SPECIFIC QUESTIONS ON DETAILS OF SPECS (WHICH WILL BE TRANSMITTED SEPARATED). NO PREVIOUS USDOC EXPERIENCE, BUT PRINCIPAL HAS BID IN EARLIER COMPETITIONS AND IS FAMILIAR WITH PROGRAM.

D. P.A. MANAGEMENT CONSULTANTS LTD: WISHES NEGOTIATE PRICE FOR TOTAL 17-COUNTRY PACKAGE, ARGUING THAT HIGHER "EXTERNAL"(FIELD) COSTS WOULD BE OFFSET BY SAVINGS IN EDITING AND RELATED WORK AT US END. P.A.M. REP EDWARD JUBE, ROOM 105, 200 PARK AVENUE, NEW YORK, TEL. (212) 682-1330, WILL CONTACT DEPARTMENT IN THIS CONNECTION. FIRM HAS EXTENSIVE TELECOMS BACKGROUND IN VIRTUALLY ALL OF WESTERN EUROPE.

2. BID DOCUMENTS AIRMAILED JUNE 16.

3. BELIEVE MACKINTOSH UNJUSTIFIABLY HIGH DESPITE ARGUMENTATION PROVIDED, AND THAT TIME TOO SHORT FOR P.A. MANAGEMENT-TYPE NEGOTIATION (BEYOND EGGS-IN-ONE-BASKET ASPECT). RELATIVE SIZE OF STRATFORD'S UK BID IS PUZZLING, BUT AVERAGED PRICE FOR SIX-AND SEVEN-COUNTRY PACKAGES BEARS CONSIDERATION IF SINGLE-SOURCING HAS NOT ELIMINATED THESE POSSIBILITIES. IN VIEW OF STRATFORD'S STAFFING AND EXPERIENCE, OUR FIRST CHOICE WOULD BE ONE OF HIS TWO PACKAGES. HOWEVER, LUSTIG'S PRICE, TECHNICAL CAPABILITY (IN COMBINATION WITH ADVISORS) AND INTEREST IN USDOC PROGRAM WOULD MOVE HIM TO FIRST PLACE IN UK-ONLY RACE.

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PAGE 03 LONDON 09275 171822Z

4. ALL FIRMS INTERVIEWED EXPRESSED SERIOUS CONCERN THAT INTERVIEW PROGRAMS FOR WESTERN EUROPEAN MARKETS BE COMPLETED BEFORE AUGUST 1.

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